

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

Soft Drinks

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission, Thursday, 31st March

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

Getting the soft drinks category right can make a huge difference to a store/s profitability, with opportunities to make serious cash for those who get it right. In this feature we'll look at how category trends have evolved in soft drinks and ask what retailers can do to make sure they've got the right range for today's consumer. We would welcome comments on the following:

- How are soft drinks performing in the Scottish convenience channel? What are the key category trends that retailers should be aware of? Where are the growth opportunities for the future?
- What shopper missions are driving sales of soft drinks in the convenience channel? How has this evolved over the course of the pandemic? With Covid restrictions all but gone in Scotland, what can retailers expect from the soft drink category? A return to pre-pandemic norms?
- How has increased consumer interest in sustainability affected the soft drinks category? What steps are you taking to reduce your impact on the environment? How are you communicating these actions to consumers? How might these activities benefit retailers?
- How important are PMPs to soft drinks success? How would you assess the availability of PMPs and what work has been done to ensure a viable margin for independent retailers?
- How are healthier alternatives (low cal, low sugar etc.) performing within soft drinks at present? How much space should retailers dedicate to these lines?
- What ranging/merchandising advice can you offer Scottish c-store retailers?
- How can retailers use their soft drinks range to generate link sales?

- Do you have any NPD or campaigns you would like to shout about?